



## *Report to the Auburn City Council*

Action Item
Agenda Item No. 13

City Manager's Approval
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**To:** Mayor and City Council Members  
**From:** Wilfred Wong, Community Development Director  
**Date:** November 23, 2009  
**Subject:** Winery Directional Signs

### *The Issue*

Should the City Council approve the installation of directional winery signs within the City right-of-way?

### *Conclusions and Recommendation*

The Economic Development Commission recommends that the Auburn City Council:

By Resolution, install winery directional signs within the City right-of-way.

### *Background*

On September 23, 2008 Placer County adopted a Winery Ordinance. Recently the County established a Winery Task Force to assist Placer County wineries. The wineries believe one of their highest priorities is directional signage. Within the County winery directional signs have been installed. Work has begun to obtain the cooperation of Caltrans for signage along Interstate 80 and Highway 49. From Interstate 80 one of the primary access points to the wineries is through the City of Auburn (See Attachment 1 for map of wineries).

Local wineries have contacted City staff and the Auburn Economic Development Commission for assistance. The Economic Development Commission believes winery directional signs would be beneficial for the region and the economic strategy of the City. On November 17, 2009 the Commission voted unanimously to recommend that the City Council install winery directional signs within the City's right-of-way. With their recommendation the Commission noted the following:

1. The design of the signs should be consistent with the County signs.
2. The signs will be provided to the City at no cost.
3. The final design, location and number of signs should be subject to the approval of City staff.

On November 18, 2009, The Public Works Director, Community Development Director and Teena Wilkins, winery owner and Placer County Wine Industry Task Force Member, surveyed the area and agreed on the general locations for the directional signs (see Exhibit A). Whenever possible the signs will be installed on existing poles. If a new pole is needed, the wineries have agreed to pay for the cost of construction.

**Alternatives Available to Council; Implications of Alternatives**

- A. Approve installation of winery directional signs within the City right-of-way.
- B. Deny installation of winery directional signs within the City right-of-way.

**Fiscal Impacts**

There will be no cost to the General Fund. Installation of the signs will be incorporated into the existing work program of Public Works staff. Wineries will provide the signs and if needed, pay for any costs associated with new sign poles.

**Additional Information**

See the following for more details:

**EXHIBITS**

- A. Resolution

**ATTACHMENTS**

- 1. Map of Placer County wineries.

CITY COUNCIL RESOLUTION NO. 09-\_\_\_\_

A RESOLUTION APPROVING THE INSTALLATION OF DIRECTIONAL WINERY  
SIGNS WITHIN CITY RIGHT-OF-WAY

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BE IT RESOLVED by the City Council of the City of Auburn as follows:

SECTION 1. The City Council desires to promote the wine industry and finds that promoting the wine industry will be beneficial to the economic vitality of the region and to the City of Auburn.

SECTION 2. The City hereby approves the installation of winery directional signage within the City's right-of-way subject to the following:

1. The signs shall be consistent with the County signs.
2. The signs will be provided to the City at no cost.
3. General location of signs will be located per attached Exhibit A.
4. The final design, location and number of signs shall be subject to the approval of City staff.
5. If additional sign poles are needed, the cost will be the responsibility of the wineries.

DATED: November 23, 2009

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J.M. Holmes, Mayor

ATTEST:

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Joseph G. R. Labrie, City Clerk

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I, Joseph G. R. Labrie, City Clerk of the City of Auburn, hereby certify that the foregoing resolution was duly passed at a regular meeting of the City of Auburn held on the 23<sup>rd</sup> day of November 2009 by the following vote on roll call:

Ayes:  
Noes:  
Absent:

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Joseph G. R. Labrie, City Clerk

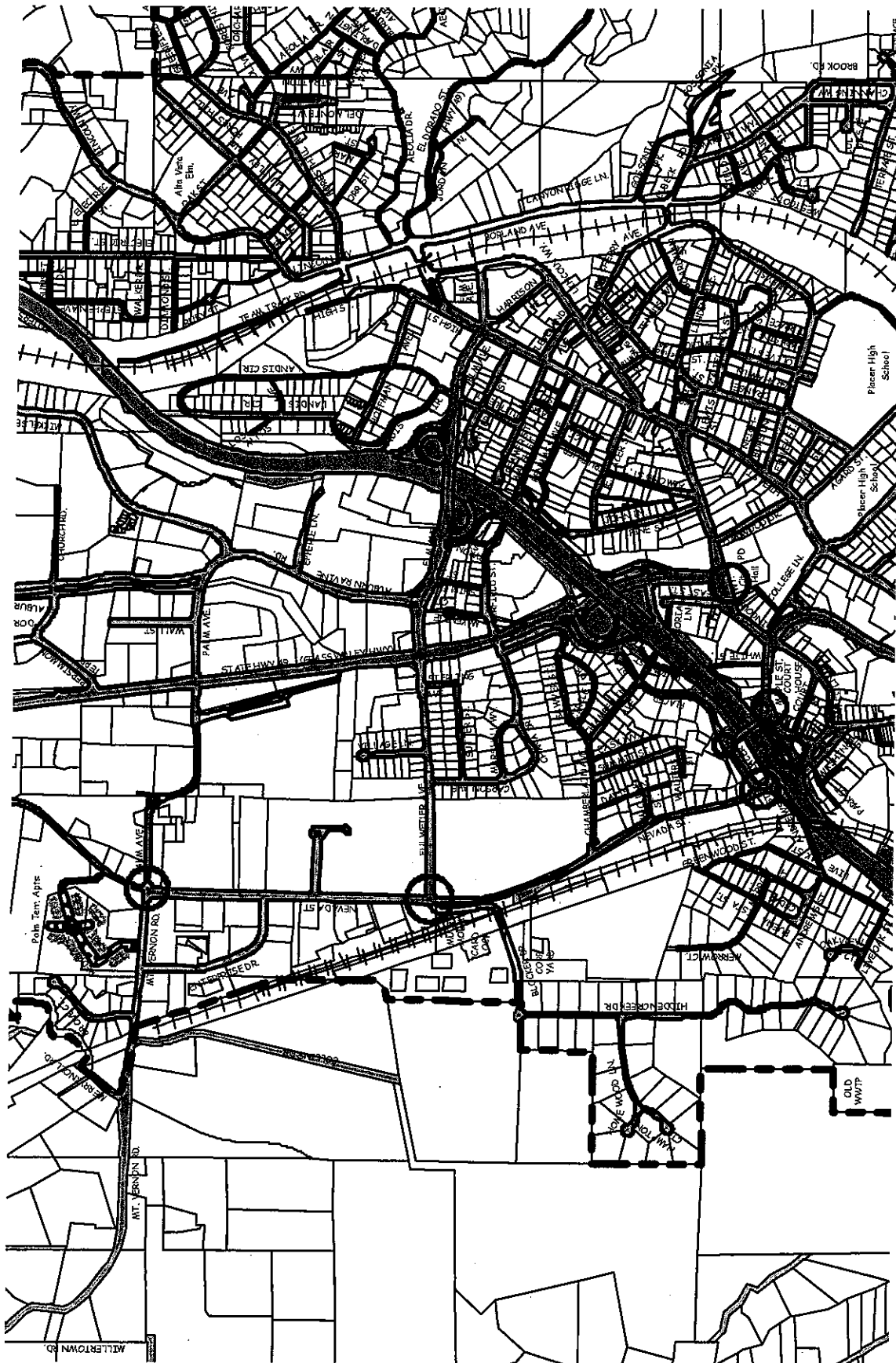






EXHIBIT A, 3 of 5

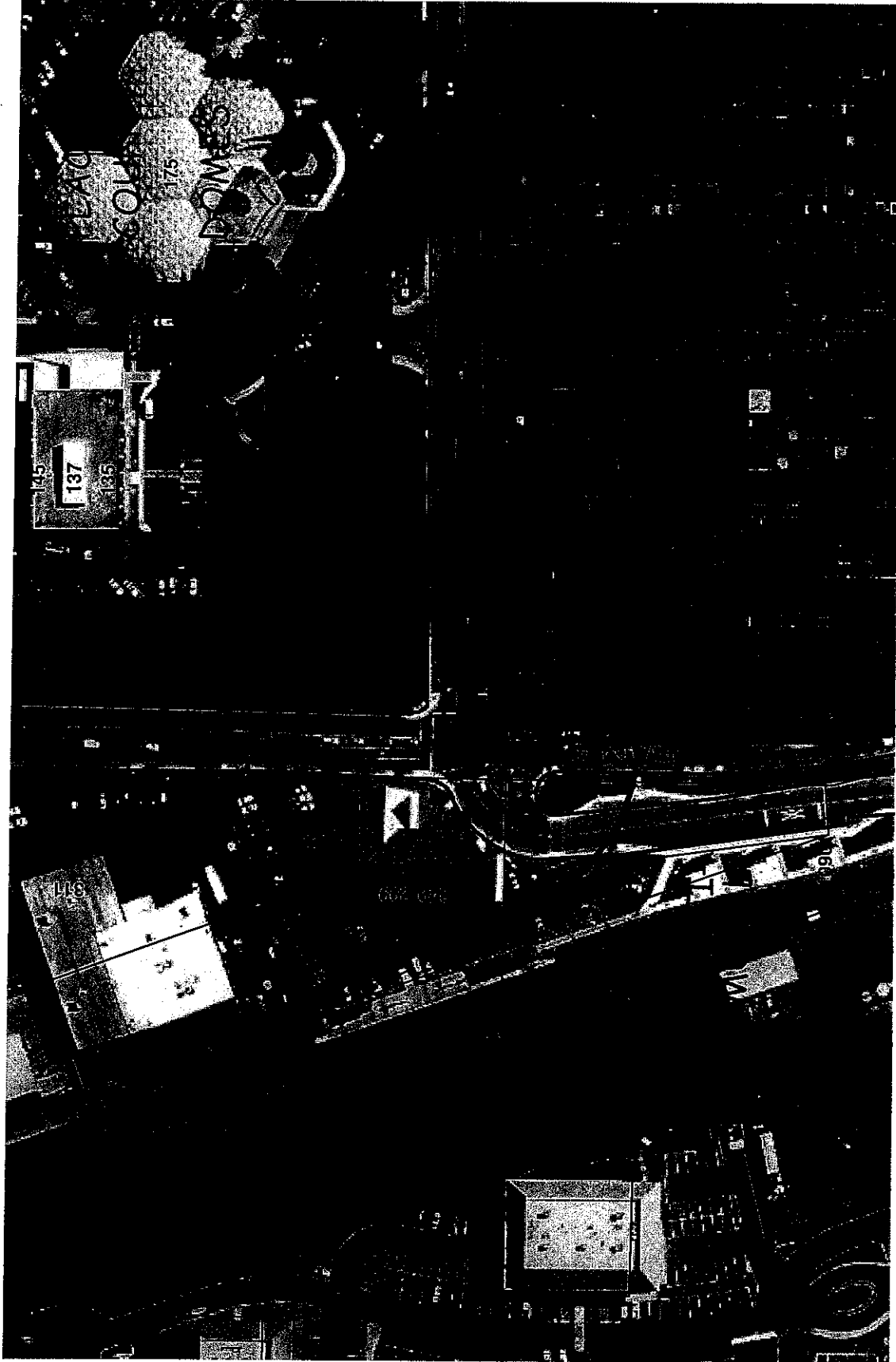














EXHIBIT A, 4 of 5





-  **Baumbach Wines**  
530.305.0048  
291 Auburn Folsom Rd.,  
Auburn, 95603  
Saturday & Sunday 12 - 4pm
-  **Cristaldi Vineyards**  
916.759.1291  
4050 Ridge Dr., Loomis, 95650  
Call for appointment
-  **Dono Dal Cielo, an Estate Vineyard**  
916.408.2233  
5960 Wise Rd., Newcastle, 95658  
Saturday & Sunday 12 - 4pm
-  **Fawnridge Winery**  
530.887.9522  
5860 Fawnridge Rd., Auburn, 95602  
Saturday & Sunday 11am - 4pm
-  **Green Family Winery**  
530.888.8565  
3420 Pine Ridge Ln., Auburn, 95603  
Call - tours only by appointment
-  **Lone Buffalo Vineyards**  
916.663.4485  
2682 Burgard Ln., Auburn, 95603  
Call first
-  **Mt. Vernon Winery**  
530.823.1111  
10850 Mt. Vernon Rd.,  
Auburn, 95603  
Thursday - Sunday 11am - 5pm
-  **Ophir Wines - Gold Blossom Vineyards**  
916.531.3055  
7870 Santini Ln., Newcastle, 95658  
Saturdays 12 - 4pm
-  **Pescatore Vineyards & Winery**  
916.663.1422  
7055 Ridge Rd., Newcastle, 95658  
Saturday & Sunday 12 - 4pm
-  **Rancho Roble Vineyard & Winery**  
916.645.2075  
340 Flening Rd., Lincoln, 95648  
Call first
-  **Secret Ravine Vineyards & Winery**  
916.652.6015  
4390 Gold Trail Wy., Loomis, 95650  
Saturday & Sunday 12 - 4pm
-  **Vina Castellano**  
530.889.2855  
4590 Bell Rd., Auburn, 95602  
Saturday & Sunday 12 - 4pm

